

Rep Order# 9834782 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 63113

Printed: 10/05/2012 8:15 AM
Last Received: 10/04/2012 7:12 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

FRIENDS OF SHERROD BROWN *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.7 10/4
SEE LNS 14-15 FOR REV LENGTH
PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*6	TU	8P-9P	NCIS	:60	\$7,000.00	10/02-10/02	0	0	0	\$0.00	
		Station Remark: V4 1x na 10/2 no time mg sun 8-9p 10/7 1x @ 6,000 am race and mon 5-530a 2x @ 500. each news 10/8										
		[MADE-GOOD BY LINE(S) 14 15]										
		V5 Effective Dates Changed										
	*14	SU	8P-9P	AMAZING RACE	:60	\$6,000.00	10/07-10/07	1	1	1	\$6,000.00	
		Sales Remark: V7 REV LENGTH										
		[MKGD FOR SPOTS MISSED ON LN #6: 10/02(1/WK)]										
		V5 Added										
		V7 Comment Changed, Length Changed										
	*15	M	5A-530A	NEWS	:60	\$500.00	10/08-10/08	2	1	2	\$1,000.00	
		Sales Remark: V7 REV LENGTH										
		[PART OF A MKGD MADE UP OF LINES 14 15]										
		V5 Added										
		V7 Comment Changed, Length Changed										

---REPORT TOTALS---

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Salesperson FAX# 202-955-5348

Report Totals: 3 / \$7,000.00

---SALES MONTHLY TOTALS---

Oct 12: 27 / \$49,450.00
Sales Totals: 27 / \$49,450.00
Station Totals: 27 / \$49,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$123,625	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	19%
		WKRC	40%	WLWT	30%	WSTR	0%	WXIX	11%		

---COMPETITIVE COMMENTS---

WKRC = 49450
WCPO = 23350
WLWT = 37000
WXIX = 14000
TTL = 123800

Books null
Demos RA35+

Rep Order# 9834782 Ver# 6 Status Returned
EC'd Yes

Traffic Order# 63113

Printed: 10/04/2012 1:07 PM
Last Received: 10/04/2012 12:43 PM
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--- REMARKS ---

pls see line 14 * 15
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	TU	8P-9P	NCIS	:60	\$7,000.00	10/02-10/02	0	0	0	\$0.00	
				Station Remark: V4 1x na 10/2 no time mg sun 8-9p 10/7 1x @ 6,000 am race and mon 5-530a 2x @ 500. each news 10/8								
				[MADE-GOOD BY LINE(S) 14 15]								
				V5 Effective Dates Changed								
	*14	SU	8P-9P	AMAZING RACE	:30	\$6,000.00	10/07-10/07	1	1	1	\$6,000.00	
				Station Remark: V6 pls change length to 60								
				[MKGD FOR SPOTS MISSED ON LN #6: 10/02(1/WK)]								
				V5 Added								
	*15	M	5A-530A	NEWS	:30	\$500.00	10/08-10/08	2	1	2	\$1,000.00	
				Station Remark: V6 pls change length to 60.								
				[PART OF A MKGD MADE UP OF LINES 14 15]								
				V5 Added								

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		WKRC	40%	WLWT	30%	WSTR	0%	WXIX	11%		

---COMPETITIVE COMMENTS---

WKRC = 49450
WCPC = 23350
WLWT = 37000
WXIX = 14000
TTL = 123800

Books null
Demos RA35+

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--- REMARKS ---

V.5 10/4
SEE LN 14-15: MKGD FOR SPOTS MISSED ON LN #6:10/2(1/WK)
PLS CF - THANKS

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	*15	M	5A-530A	NEWS	:30	\$500.00	10/08-10/08	2	1	2	\$1,000.00	
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***** Contract Coversheet *****

V.3 10/1

REVISED PRODUCT TO CORRECT CANDIDATE

V.5 10/4

SEE LN 14-15: MKGD FOR SPOTS MISSED ON LN #6:10/2(1/WK)

Rep Order# 9834782 Ver# 4 Status Returned
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--- REMARKS ---

pls see line 6
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	TU-F,M	7A-8A	EARLY SHOW	:60	\$380.00	10/02-10/08	5	1	5	\$1,900.00	
	2	TU-F,M	4P-430P	NEWS	:60	\$750.00	10/02-10/08	5	1	5	\$3,750.00	
	3	TU-F,M	7P-730P	INSIDE EDITION	:60	\$1,300.00	10/02-10/08	5	1	5	\$6,500.00	
	4	TH	10P-11P	ELEMENTARY	:60	\$5,000.00	10/04-10/04	1	1	1	\$5,000.00	
	5	F	10P-11P	BLUE BLOODS	:60	\$3,200.00	10/05-10/05	1	1	1	\$3,200.00	
	*6	TU	8P-9P	NCIS	:60	\$7,000.00	10/02-10/02	1	1	1	\$7,000.00	
	Station Remark: V4 1x na 10/2 no time mg sun 8-9p 10/7 1x @ 6,000 am race and mon 5-530a 2x @ 500. each news 10/8											
	7	SU	9P-10P	GOOD WIFE	:60	\$4,800.00	10/07-10/07	1	1	1	\$4,800.00	
	8	W	8P-9P	SURVIVOR	:60	\$7,000.00	10/03-10/03	1	1	1	\$7,000.00	
	9	TH	8P-9P	BIG BANG/RULES	:60	\$7,600.00	10/04-10/04	1	1	1	\$7,600.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	10	SA	8A-9A	SAT EARLY SHOW	:60	\$450.00	10/06-10/06	1	1	1	\$450.00	
	11	SA	9A-10A	SAT EARLY SHOW	:60	\$450.00	10/06-10/06	1	1	1	\$450.00	
	12	SU	10A-1030A	NEWS	:60	\$900.00	10/07-10/07	1	1	1	\$900.00	
	13	SU	930A-10A	NEWS	:60	\$900.00	10/07-10/07	1	1	1	\$900.00	

---REPORT TOTALS---

Report Totals: 25 / \$49,450.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$49,450.00

Sales Totals: 25 / \$49,450.00

Station Totals: 25 / \$49,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$123,625	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	19%
		WKRC	40%	WLWT	30%	WSTR	0%	WXIX	11%		

---COMPETITIVE COMMENTS---

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WCPC = 23350

WLWT = 37000

WXIX = 14000

TTL = 123800

Books null

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Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, October 02, 2012 12:48 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 63113

Station: WKRC-TV

Order Information:

Order #: 63113
Order Total: \$49,450.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN
Alternate Order #: 09834782
Flight Dates: 10/02/12 - 10/08/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (63113-6-1):

Rate: \$7,000.00
Air Date: Tue 10/02/12
Eligible Days: -T-----
Inventory Code: Tue Reg 1
Inventory Description: Tue Reg 1
Inventory Code Time: 8:00 PM-9:00 PM
Spot Type: NM
Length: 1:00
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

*1x Saw 8-9p on 10/2/12
10/7 @ \$6000
2x Mon 5-5:30p
10/8 @ \$500 each*

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descr	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 63113												
Line: 1												
10/03/12	Wednesday	58:46 AM	1:00	\$380.00	OHSB-TV12-16	CBS This Morning	(7:00:00 AM-8:00:00)	SHERROD BROWN		P-3	1	MWAS
10/04/12	Thursday	58:55 AM	1:00	\$380.00	OHSB-TV12-16	CBS This Morning	(7:00:00 AM-8:00:00)	SHERROD BROWN		P-3	2	MWAS
10/05/12	Friday	58:55 AM	1:00	\$380.00	OHSB-TV12-16	CBS This Morning	(7:00:00 AM-8:00:00)	SHERROD BROWN		P-3	4	MWAS
10/05/12	Friday	58:56 AM	1:00	\$380.00	OHSB-TV12-16	CBS This Morning	(7:00:00 AM-8:00:00)	SHERROD BROWN		P-3	3	MWAS
10/08/12	Monday	58:25 AM	1:00	\$380.00		CBS This Morning	(7:00:00 AM-8:00:00)	SHERROD BROWN		P-3	5	MWAS
											5	
Line: 2												
10/03/12	Wednesday	14:16 PM	1:00	\$750.00	OHSB-TV12-16	4p Local 12 News at	(4:00:00 PM-4:30:00)	SHERROD BROWN		P-3	1	MWAS
10/04/12	Thursday	05:21 PM	1:00	\$750.00	OHSB-TV12-16	4p Local 12 News at	(4:00:00 PM-4:30:00)	SHERROD BROWN		P-3	3	MWAS
10/04/12	Thursday	29:01 PM	1:00	\$750.00	OHSB-TV12-16	4p Local 12 News at	(4:00:00 PM-4:30:00)	SHERROD BROWN		P-3	2	MWAS
10/05/12	Friday	27:56 PM	1:00	\$750.00	OHSB-TV12-16	4p Local 12 News at	(4:00:00 PM-4:30:00)	SHERROD BROWN		P-3	4	MWAS
10/08/12	Monday	28:51 PM	1:00	\$750.00		4p Local 12 News at	(4:00:00 PM-4:30:00)	SHERROD BROWN		P-3	5	MWAS
											5	
Line: 3												
10/03/12	Wednesday	28:07 PM	1:00	\$1,300.00	OHSB-TV12-16	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN		P-3	1	MWAS
10/04/12	Thursday	28:04 PM	1:00	\$1,300.00	OHSB-TV12-16	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN		P-3	2	MWAS
10/05/12	Friday	28:04 PM	1:00	\$1,300.00	OHSB-TV12-16	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN		P-3	3	MWAS
10/05/12	Friday	04:11 PM	1:00	\$1,300.00	OHSB-TV12-16	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN		P-3	4	MWAS
10/08/12	Monday	04:56 PM	1:00	\$1,300.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN		P-3	5	MWAS
											5	
Line: 4												
10/04/12	Thursday	28:45 PM	1:00	\$5,000.00	OHSB-TV12-16	Thu Reg 3	10:00 PM-11:00 PM	SHERROD BROWN		P-3	1	MWAS
											1	
Line: 5												
10/05/12	Friday	28:00 PM	1:00	\$3,200.00	OHSB-TV12-16	Fri Reg 3	10:00 PM-11:00 PM	SHERROD BROWN		P-3	1	MWAS
											1	
Line: 7												
10/07/12	Sunday	19:27 PM	1:00	\$4,800.00		Sun Reg 3	(9:00:00 PM-10:00:00)	SHERROD BROWN		P-3	1	MWAS
											1	
Line: 8												
10/03/12	Wednesday	58:39 PM	1:00	\$7,000.00	OHSB-TV12-16	Wed Reg 1	8:00 PM-9:00 PM	SHERROD BROWN		P-3	1	MWAS
											1	
Line: 9												
10/04/12	Thursday	58:26 PM	1:00	\$7,600.00	OHSB-TV12-16	Thu Reg 1	8:00 PM-9:00 PM	SHERROD BROWN		P-3	1	MWAS
											1	
Line: 10												
10/06/12	Saturday	58:26 AM	1:00	\$450.00		CBS This Morning Sa	(8:00:00 AM-9:00:00)	SHERROD BROWN		P-3	1	MWAS
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descr	Estimate #	Priority	Spot #	AE
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Advertiser: Sherrod Brown for Senate

Agency: Shorr Johnson Magnus

Station: WKRC-TV

Order: 63113

Line: 11

10/06/12	Saturday	35:14 AM	1:00	\$450.00		CBS This Morning Sa	(9:00:00 AM-10:00:00)	SHERROD BROWN		P-3	1	MWAS
				\$450.00								1

Line: 12

10/07/12	Sunday	11:34 AM	1:00	\$900.00		CBS Sun Morning	(10:00:00 AM-10:30:00)	SHERROD BROWN		P-3	1	MWAS
				\$900.00								1

Line: 13

10/07/12	Sunday	53:19 AM	1:00	\$900.00		CBS Sun Morning	(9:30:00 AM-10:00:00)	SHERROD BROWN		P-3	1	MWAS
				\$900.00								1

Line: 14

10/07/12	Sunday	19:07 PM	1:00	\$6,000.00		Sun Reg 2	8p-9p	SHERROD BROWN		P-3	1	MWAS
				\$6,000.00								1

Line: 15

10/08/12	Monday	06:27 AM	1:00	\$500.00		5a Good Morn Cincin	(5:00:00 AM-5:30:00)	SHERROD BROWN		P-3	2	MWAS
10/08/12	Monday	28:03 AM	1:00	\$500.00		5a Good Morn Cincin	(5:00:00 AM-5:30:00)	SHERROD BROWN		P-3	1	MWAS
				\$1,000.00								2
				\$49,450.00								27
				\$49,450.00								27
				\$49,450.00								27
				\$49,450.00								27
				\$49,450.00								27
				\$49,450.00								27

[Filtered by:] [Sorted by: Station]